

CRUISE SHIPPING POLICY-2008

AN INITIATIVE OF GOVERNMENT OF INDIA FOR
RECREATIONAL NAVIGATION

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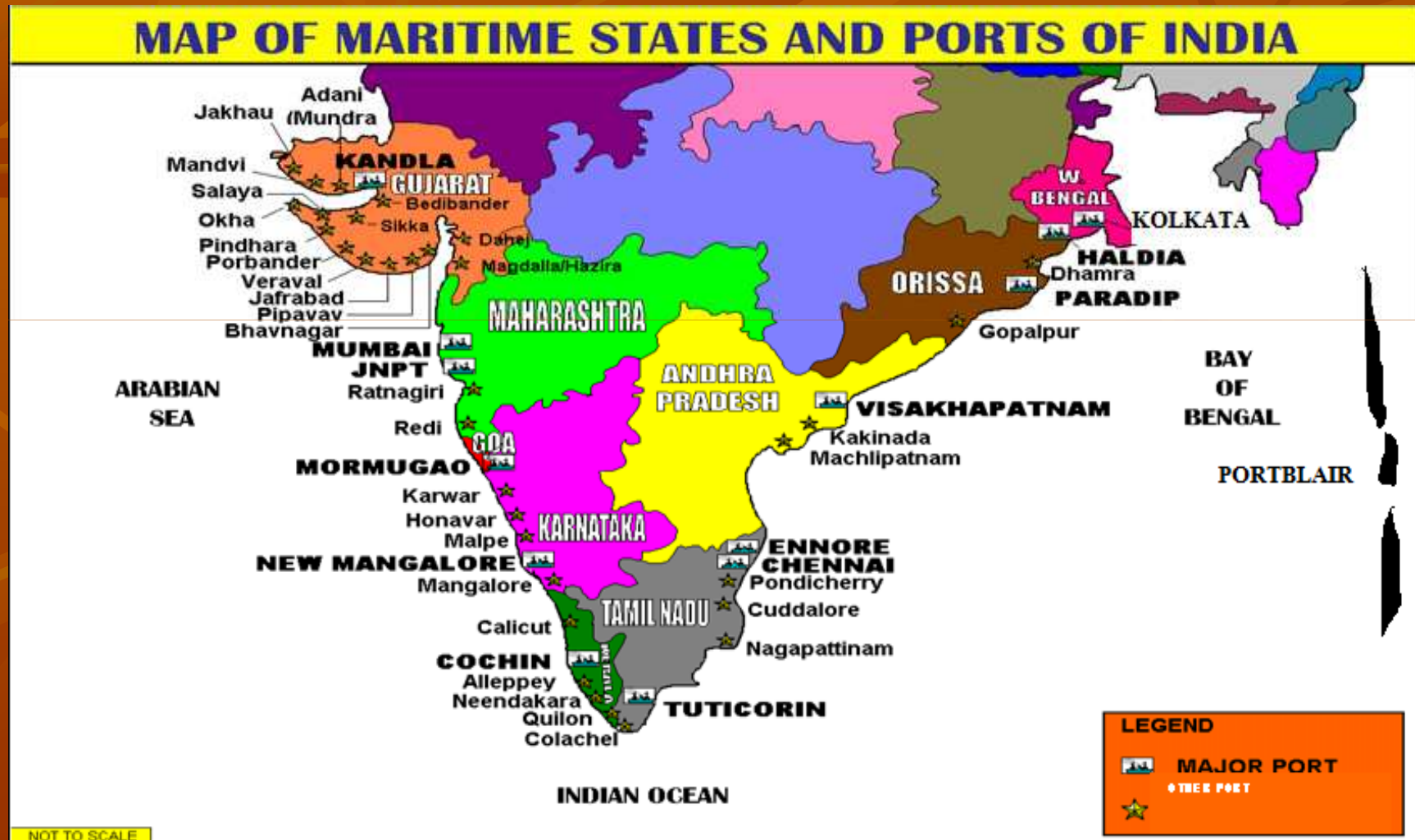
Cruise Shipping

‘Cruise Shipping’ is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable commodity/product. Growing at the rate of 12% per annum globally, this sector has witnessed some activity in India as well in recent times. However, it is still in its infancy in India.

India, a new destination of cruise shipping

- India with its vast and beautiful coastline(7500 kilometres), virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace(8%), middle class growing in number and increasingly possessing disposal incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way

INDIA with 13 Major and 178 Minor Ports



Requirement of Cruise Shipping

- ‘Cruise Shipping’ is an international industry and its efficiency judged by the contribution it makes to the country’s economy is governed by the industry structure infrastructure and policy package in place. Various relevant components are: (i) Stated Policy on Cruise Shipping covering various aspects,(ii) Well developed port-infrastructure, cruise terminals etc,(iii) availability of cruise liners,(iv) conducive fiscal regime, (v) Hassle free immigration and transit facilities,(v) Marketing strategy, (vi) Connectivity to on-shore destinations by various modes(road, rail, air and IWT), (vii) Duty free bunkering and (viii) Institutional framework for holistic development of ‘Cruise Shipping’:

Indian Cruise shipping Policy- Objectives

- To develop India as Destination as well as Source Market with state of art infrastructure and appropriate marketing strata
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- To increase the number of cruise ship calls and passenger arrivals in a sustainable manner
- To achieve a target of at least 1 Million cruise passengers landings per year.
- To strengthen inter-sectoral linkages, whereby cruise liners source the requisite supplies of goods and services from local Indian suppliers
- To consolidate existing ports of call, explore other ports and suitable anchoring sites on the Indian coast with a view to making additional cruise ship calls to other areas of the country.
- To operationalise appropriate promotional programmes that would effectively convert cruise passengers to long stay visitors.

Indian Cruise shipping Policy- Objectives(Continued)

- To maximize the benefits from the cruise industry consistent with protection of environment.
- To ensure that the cruise shipping industry in India becomes internationally competitive with other destinations and contributes to the economy in terms of generation of foreign exchange, income, employment and business opportunities.
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- To attract the right segment of foreign tourists to cruise shipping in India
- To popularize cruise shipping with Indian tourists.
- To enhance absorptive capacity of the country by developing existing and new visitor attractions, including event attractions in line with India's efforts to improve the tourism product

Cruise Shipping Policy Initiatives

- Well Developed Port Infrastructure and Connectivity
- Phased programme will be evolved for development of facilities at ports for cruise shipping.
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- The ports will avail of the financial assistance, which is available under
- the scheme of Department of Tourism for funding of tourism projects, wherein assistance upto 25% of the project cost subject to a ceiling of Rs. 50 crores is provided by the Ministry.
- Notwithstanding the above, if any major/ non major port is able to attract
- a BOT operator to invest in infrastructure facilities, the port be encouraged to develop such facility.

Cruise Shipping Policy Initiatives(Continued)

- Necessary infrastructure like Rail and Road Connectivity, IWT connectivity, Air connectivity and Metro connectivity will be developed. Individual Ports identified in this policy will plan to develop suitable infrastructure. However, the cruise shipping policy will provide comfort to future investors for committing resources etc.
- Port shall augment financial resources to develop cruise terminals/infrastructure in order to have more calls from cruise liners

Cruise Shipping Policy Initiatives(Continued)

- Private agencies interested in developing cruise terminals shall also be encouraged to do so at cruise destinations. Central Government/State Government/UT Administrations shall provide financial resources and other incentives for promoting cruise tourism.
- Efforts shall be made for the development of Marina for Yachts and
- Small boats at all important coastal tourist destinations like Goa, Cochin, Chennai etc. based on BOT/PPP model wherever possible.

Environmental Issues

- The Cruise liners will be mandatorily asked to comply with all requirements of Marine Pollution (MARPOL) Convention and its annexes and to follow the guidelines of Indian Maritime Administration to ensure inter-alia the following:
 - No waste (sewage waste, solid waste, waste/contaminated water or used oil) will be released or dumped into the sea or on islands during the cruise ship tour in Indian waters.

Environmental Issues(Continued)

- Any boat or smaller vessel taking tourists to an island destination in India will ensure that no litter or waste is thrown over-board or left littering the island. All waste originating from the mother ship will be disposed off in a manner stipulated by the Maritime Administration.
- •No oily or contaminated bilge water will be released in Indian territorial waters except in emergency situations where the vessel is taking on water to the extent that the safety of the vessel or those aboard will be threatened.

Cochin Port – Cruise ship destination

- **Cochin port considers cruise as a major business prospect. The Port is committed to make cochin port a leading cruise destination on the Indian coast offering services of international standards.**
- **The Port has constituted a dedicated cruise cell available round the clock to service the exacting requirements of the cruise vessels. We offer a ‘single window solution’ to the needs of cruise operators and travelers alike. A concessional tariff for cruise vessels is also in force.**

Cochin Port – Cruise ship destination(Continued)

- **The proposal for laying an International standard golf course within the port premises is on anvil. The work relating to Cochin International Transshipment Terminal – a world class transshipment hub would be paving way for international quality service at the port. The port premises reflects the true ambience of Kerala, coastal state.**
- **While at Cochin, besides relishing the pristine, natural opulence of the ‘God’s own country’ and savoring the traditional Kerala cuisine, the travelers can also carry home a variety of oriental exotica as mementos from the shopping arcade in and around Cochin. Come see, feel, taste and carry home the riches of the ‘God’s own country’ – The Cochin Port will make it happen**

Kerala, God's own country



AP / Vijay Joshi, 2001

Cruise Ships at Cochin

- The cruise vessels that called at Cochin Port recently are -
 - **Minerva Queen Elizabeth II**
 - **Legend of Seas**
 - **Song of Flower**
 - **Renaissance VII**
 - **Renaissance VIII**
 - **Rotterdam Vi**
 - **Island Princess**
 - **Arkona**
 - **Sea Goddess**
 - **Maxim Gorky**
 - **Vislamor**
 - **Sage Ross**

Cruise Ships at Cochin(Continued)

- **Crystal Symphony**
- **Europa**
- **Silver Cloud**
- **Marco Polo**
- **Royal Star**
- **Star Flyer**
- **Silver wind**
- **Clilia II**
- **Victoria**
- **Oriana**

Potential Ports for Cruise shipping in India

- Mumbai
- Mormugao
- Port Blair
- New Mangalore
- Chennai



Thank You